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INSIDER

Fall 1989

Volume 1, No. 2

CANADIANA

FEB - 2 1990

**THE WILD ROSE FOUNDATION
SUMMARY INFORMATION SHEET**

(This sheet should be the first page of your submission followed by the
information required under "Application Documentation".)

APPLICANT INFORMATION:

NAME OF ORGANIZATION: _____

ADDRESS OF ORGANIZATION: _____

POSTAL CODE: _____

TELEPHONE NUMBER: _____

SOCIETY REGISTRATION
NUMBER: _____

PROJECT INFORMATION:

PROJECT TITLE: _____

PROJECT DESCRIPTION: _____

FUNDING REQUESTED: _____

PROJECT START DATE: _____

PROJECT COMPLETION DATE: _____

DATE OF PRE APPLICATION
CONSULTATION: _____ 19 _____

NAME OF INTERVIEWER: _____

CONTACT INFORMATION FOR THIS PROJECT:
(If there are questions about your submission, the following people may be contacted by the Wild Rose Foundation)

NAME: _____

TITLE: _____

TELEPHONE NUMBER: (bus) _____ (res) _____

FINANCIAL CONTACT: _____

TITLE: _____

TELEPHONE NUMBER: (bus) _____ (res) _____

FOR OFFICE USE ONLY

FILE #: **SAMPLE**

SUB: _____

CATEGORY: _____

REGION: _____

CITY: _____

TV: _____

Grant Application Deadline Dates:

JANUARY 1
JULY 1

APRIL 1
OCTOBER 1

Foundation Facts

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Dick B. Wong

"Principles are Important"
The Hon. Ken Kowalski

Three Exciting Initiatives

Volunteer Week 1989/90
Vitalize '89
Imagine Campaign

Grant Highlights

"Want to add a Little Zing
to your Operations?"
Stan C. Fisher

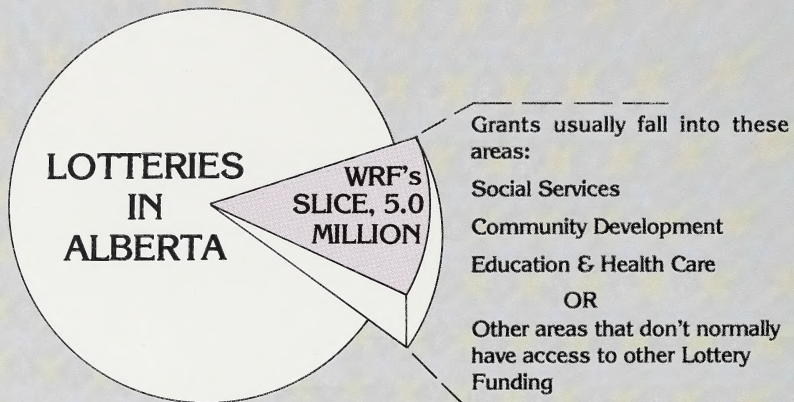
FOUNDATION FACTS . . .

The Lottery Pie

Net revenue from Alberta's lottery operations is approximately \$95 million annually. The Wild Rose Foundation's slice of lottery monies is approximately 5%.

Number of groups funded during the 1988/89 fiscal period was 78.

Amount of grants awarded during that period was \$1,939,498.



DOES YOUR ORGANIZATION QUALIFY FOR FUNDING?

- ☐ **YES**, our community organization is a non-profit, volunteer community service organization incorporated under the Societies Act, or as a charity.
- ☐ **YES**, our organization has raised funds through community fundraising.
- ☐ **YES**, our organization has a strong volunteer component.
- ☐ **YES**, our organization can demonstrate a need for financial assistance.
- ☐ **YES**, our organization provides direct programs or services of broad benefit to the community.

FUNDING GUIDELINES

- Community service, volunteer organizations are eligible to receive a Wild Rose Foundation grant **up to a maximum of \$50,000** once every three years.
- Wild Rose Foundation funding will not exceed the amount your organization has brought in through community fundraising activities in your last fiscal year or your current fiscal period.
- All projects, programs or services submitted for consideration should provide a **direct service** to Alberta communities.
- Organizations should be able to demonstrate a **minimum of 1 year of operations as a registered society** under the Societies Act of Alberta, or as a designated non-profit, charitable organization.

THEN . . .

**THINK ABOUT APPLYING
to the WILD ROSE FOUNDATION**

We're Just A Phone Call Away!

CALL TOLL-FREE 422-9305

(Through Government of Alberta R.I.T.E. Line)

CHAIRMAN'S REMARKS . . .



In this issue of "Insider", we bring you up-to-date on the work of the Foundation over the summer months.

We hope you had an exciting summer. Volunteer Week and **VITALIZE '89** highlighted our summer work. Volunteers are our "raison d'être". These two special events provided opportunities for people to meet, discuss and participate. We hope you were involved in these events. Your participation and contribution enhances all our efforts to the profession of volunteerism.

The national IMAGINE campaign is on schedule. Both radio and television advertising for IMAGINE, in Alberta, is more frequent as a result of media support. Have you heard or seen this awareness campaign to promote and increase individual and corporate levels of financial and volunteer support in

your area? Has your "conscience" spoken to you lately?

Write to me here at the Foundation and let me know.

Also, did you know that Albertans are Canada's most caring people - at least when it comes to donating their time to worthy causes, says Statistics Canada.

A survey between November 1986 and October 1987 shows 40 percent of Albertans volunteered their time and skills to a group or organization at least once during those 12 months, compared to a national average of 27 percent.

Quebecers were the least likely to volunteer, only 19 percent did during the study period, says Statistics Canada.

Nationally, volunteers provided a total of more than 500,000 person-years of work during the 12-month period, according to the survey.

Dick B. Wong
Chairman

Wild Rose Foundation Members

Dick B. Wong - Chairman (Edmonton)
Paulette Patterson - Vice-Chairman (Grande Prairie)
Glen Chapman - Member (Medicine Hat)

Gloria Paquette - Member (Pickardville)
Brad McManus - Member (Calgary)
Morna Chorney - Member (Ponoka)

Gary Harris - Member (Red Deer)

A Message from The Honourable Ken Kowalski

*Minister of Public Works, Supply and Services
Minister Responsible for Lotteries, Major Exhibitions
and Fairs, Public Affairs Bureau and Public Safety
Services*

"Principles are Important"



As each of us deals with the needs of our fellow citizens, family and self, we should always be conscious of our actions and decisions. This concept is especially important in Alberta's volunteer sector, as the impacts of volunteer effort and commitment of resources, be it time or money or both, are very valuable services and commodities in our society. Our actions reflect our determination and our decisions reflect our beliefs.

Our Premier, Don Getty, strives to provide the highest quality of public service possible for Albertans, while providing sound fiscal management.

This principle has direct correlation to the efforts of today's Alberta volunteers who are a strong legacy for future generations. Neither government alone, the private sector alone, or the volunteer sector alone, can meet all of today's

challenges in people services. It will be the principle of working together to sustain our motivation to help people least able to help themselves, that will lead to success.

I, as Minister responsible for Lotteries in Alberta, am especially encouraged by the positive feedback we are getting to our commitment of lottery resources to Alberta's volunteer community. But these lottery resources are not limitless and they too must be managed with sound principles.

Congratulations to the Board members of the Wild Rose Foundation for a successful **VITALIZE '89** and to the organizations who worked with the Foundation to make last April's Volunteer Week in Alberta such a success. To all the readers of **INSIDER**, here's hoping Volunteer Week '90 will bring you the rewards you so well deserve.

Ken Kowalski

THE WILD ROSE FOUNDATION GETS INVOLVED

Volunteer Week - Let's Celebrate!



April 22-28, 1990... mark this date on your calendar. It's Volunteer Week again in Alberta! Alberta depends on its volunteers and that is why Volunteer Week is set aside as a time to recognize the importance of volunteers in our society, as well as the integral role they play in maintaining the high quality of life of our communities. It is a great opportunity to say "thanks" to the dedicated volunteers in your community, organization, or workplace.

As an organization committed to volunteers and the volunteer sector, the Wild Rose Foundation has chosen to promote and enhance Volunteer Week. This year, why not get involved in Volunteer Week? It is a great opportunity to put something back into your community and have some fun at the same time.

For general information contact:

Joanne Lewis
Program Manager
Wild Rose Foundation
Phone: 422-9305 through the Alberta Government R.I.T.E. Line

OR

For information about events happening in your area, contact:

Grande Prairie	- 538-2727	Edmonton	- 482-6431
Fort McMurray	- 743-4698	Red Deer	- 342-1243
Lac La Biche	- 623-4463	Drumheller	- 823-6300
Fort Saskatchewan	- 998-0560	Calgary	- 265-5633
Strathcona County	- 464-4242	Medicine Hat	- 529-9751
St. Albert	- 459-6666	Lethbridge	- 320-2044

A Look Back at Volunteer Week 1989

Communities throughout Alberta celebrated Volunteer Week 1989 in many different and imaginative ways. Groups such as the Community Volunteer Centre of Lethbridge and the Strathcona County Information and Volunteer Centre were only two of the many that organized activities to recognize the volunteers in their area and keep the spirit of volunteerism burning brightly in Alberta.

To highlight volunteerism, the Community Volunteer Centre of Lethbridge developed an Awareness Campaign. This campaign was successful in its goal to make people more aware of volunteerism. Betty Cronquist, Executive Director of the centre, said that the campaign has made people aware out there and makes the whole concept of volunteerism seem more accessible. Betty says that response to the campaign has been excellent. The event was covered by local newspapers, television, and radio stations throughout Lethbridge and Ms. Cronquist points out that "it takes Wild Rose Foundation funding to allow us to reach all those people." The Wild Rose Foundation congratulates the Community Volunteer Centre of Lethbridge on its success.

Strathcona County celebrated Volunteer Week 1989 in a unique and innovative way. The Strathcona County Information and Volunteer Centre began compiling a book containing the names of all area volunteers. The **Book of Fame**, containing well over 2,000 names, will be a lasting tribute to all Strathcona County volunteers. Phyllis Raycroft, Director of the Centre says the project appealed to her because it recognizes area volunteers and shows others the strong tradition of volunteerism in the community. Ms. Raycroft points out that "volunteers helped to build Strathcona County, and the **Book of Fame** is a way of thanking them. Their names will always be remembered." During Volunteer Week 1990, the Strathcona County Information and Volunteer Centre will present the book to volunteers during a dedication ceremony. Ms. Raycroft says she is excited about the project and that "without help from the Wild Rose Foundation, this project would not have gotten off the ground."

The Wild Rose Foundation is pleased to be able to support such endeavors and looks forward to supporting more innovative community projects in the future.

The "IMAGINE" Campaign in Alberta



Alberta has four people in addition to Dick B. Wong, Chairman of the Wild Rose Foundation, serving on IMAGINE's National Advisory Committee. They are:

1. Mrs. Jenny Belzberg - Banff Centre, Calgary
2. Mrs. Esther S. Ondrack - Chieftan Development Co. Ltd., Edmonton
3. Mr. James S. Palmer - Burnet, Duckworth & Palmer, Calgary
4. Mr. James B. Hume - The Kahanoff Foundation, Calgary

Here is an update of some recent happenings with IMAGINE:

- Commitments to cover operating costs now total \$8.5 million and fundraising for the remaining \$1 million of our five year budget should be complete by Fall 1989.
- The list of companies that are already giving at least 1% is growing steadily and several have committed to achieve this level in the next few years. Overall, there is growing awareness of the 1% standard IMAGINE is promoting.
- Public service advertising for television, radio and print was produced at cost and distributed to over 3,000 media outlets across the country.
- Consultations with many non-profit and charitable organizations have taken place, in order to encourage these organizations to spread the IMAGINE message of giving and volunteering to their own audiences.
- A Speaking Bureau is in operation, with IMAGINE representatives accepting invitations from organizations across Canada.
- In June, 1989 over 10,000 brochures were mailed out, listing various promotional items for non-profit organizations and corporations.

D — THREE EXCITING INITIATIVES



June 8, 9 and 10, 1989 saw the Wild Rose Foundation host a unique event, a Provincial Volunteer Conference called **VITALIZE '89**. With approximately 350 community volunteer organizations representing 90 municipalities from across the province, a total of 551 delegates were associated with this event. We utilized 32 resource people and offered 59 session topics over the two day period. With over 65% of the general conference evaluation forms returned and summarized, we were able to conclude that the success of **VITALIZE '89** can be summed up in three words; "educational", "information-sharing" and "revitalizing". Two important features that helped make this conference a success, were that the subject matter was very informative and applicable to the delegate's volunteer organization and "back home" situation.

Each presentation was related in some way to the issues of foundation building required in volunteer organizations, plus

networking and sharing of information in cooperation with existing structures to maximize resources. These presentations gave delegates valuable information to take back with them for use in their own organizations. A Red Deer delegate from the Alternate Futures Society summed it up by saying, "I'm revved up. I can't wait to use the information back home in my organization. It only will make the outcome better."

Secondly, the use of HOP-A-BUS enabled front-line volunteers to attend the conference without having to worry about travel expenses. There were 119 delegates who utilized HOP-A-BUS to attend **VITALIZE '89**. They boarded the buses at six originating points across the province, picking up people enroute.

The following is a list of **VITALIZE '89** Volunteer Advisory Committee Members who were instrumental in the success of this conference:

Lynne Sangster - Medicine Hat
Dianne Johnson - Edmonton
Linda MacPhail - Calgary
Bev Matthiessen - Edmonton
Morna Chorney - Ponoka (Wild Rose Foundation Board Representative on the Advisory Committee).
Vern Colley - Edmonton
Sandra Young - Kolbuc - Whitecourt
Clive Padfield - Edmonton
Perky McCullough - Grande Prairie

After the evaluation process is completed, the Wild Rose Foundation Board will decide whether another provincial volunteer conference will be hosted by the Foundation.

THANK YOU to all organizations who sent a delegate to **VITALIZE '89**.



GRANT HIGHLIGHTS . . .

Grant gives Uncles more Aggressive Look

Uncles at Large got a boost to help cut the time many boys wait to be matched with companions.

The group received a \$39,500 Wild Rose Foundation grant to finance a year-long recruitment and training program for uncles.

"This grant allows us to take a more aggressive look at how we market and advertise our organization," says Hal Danchilla, director of public relations.

The Edmonton branch matches about 300 boys and uncles a year, but more than 200 boys are still on a waiting list. Making Uncles at Large more high-profile will attract more uncles and reduce that waiting list, Danchilla predicts.

Uncles were one of seven Edmonton social agencies on the receiving end of a \$750,000 grant disbursement by the Wild Rose Foundation.

The Alberta Foundation for Diabetes Research received a maximum grant of \$50,000 to purchase computer equipment, printing materials and audiovisual material. These will be used to provide information for the public.

The Association of St. Michael's Auxiliary also received \$50,000 to buy a mini-bus to develop an outreach service aiding the elderly and disabled.

The third agency to receive a maximum grant was the Edmonton Emergency Relief Services Society, who will use their \$50,000 to help families in need of emergency assistance.

The YWCA was awarded \$49,700 to provide operational assistance and support services to two new housing projects.

The projects are a three-floor walk-up apartment building and a nine-storey highrise. The walk-up units will house 17 single mothers and eight women in need of counselling and support services, while the highrise will accommodate 90 lower-income adults in 63 suites.

The Boys and Girls Clubs of Edmonton received a \$30,000 grant towards hiring a program leader and volunteer leadership development.

Duggan Out-of-School Care Society also received a grant of \$4,204.

The Wild Rose Foundation is a provincial government body, formed in 1985 to disburse lottery proceeds, says executive director Stan Fisher. Applications for grant funds are received four times a year.

In its four years, the Wild Rose Foundation has aided about 370 organizations with more than \$8 million in grants.

Reprinted by permission of the Edmonton Journal.

Ponoka Covered Wagon Society

The financial support from the Wild Rose Foundation in 1989 to the Society was instrumental in providing the means to transport handicapped people for medical, hospital, shopping and social events within the community.

The Ponoka Covered Wagon Society was formed in 1977 with the mission to supply transportation to handicapped people from the community. The Society has operated from 1977 to date, on a volunteer basis which includes the drivers of the handi-van and the organizational structure of the society itself.



Aunts at Large (Calgary)

The Aunts At Large program is based on the belief that both children and adults benefit when they have the opportunity to grow and share companionship, friendship and love. Aunts At Large believes that the intervention of a caring volunteer can act as a strong service helping to prevent anti-social behavior, loneliness and isolation.

"Our program is a charitable volunteer organization helping to meet the needs of children from single parent families. This grant will enable us to reach out to more children in need and recruit volunteers."

A grant of \$50,000 from the Wild Rose Foundation is being used by Aunts At Large for their public relations campaign - to increase the public's awareness of the service their program provides.

People First Association of Lethbridge

The People First Association of Lethbridge was a recent recipient of a Wild Rose Foundation grant, which will be used towards the hiring of an advocate recruiter responsible for the recruitment of volunteer advocates to assist persons with mental handicaps.

"The focus of our program is to help competent citizens to meet people who live with a mental handicap and to use natural caring and concern to enhance their partners' lives. This has wide reaching and long term effects in the lives of these people as well as the whole community", explains Pat Smith, Chairperson of the Association.

"On behalf of the Association, I wish to thank the Foundation's Board Members for giving us the opportunity to be able to increase the number of matches in the next year."

Picture Butte and District Lions Club

There was a concern for some time in the Picture Butte area and area about the number of elderly that would like to stay in their own homes but, because of illness or other disabilities, were unable to do so.

A grant from the Wild Rose Foundation has been used towards the establishment of a Medic-Alert System for Picture Butte and area. This system allows people to stay in their homes. The system keeps them always in connection with an alarm system and when assistance is required, the person can push a button and receive help. The Lions Club, with the assistance of the local hospital, has enabled the operation of this emergency response system for the town and area.



Honourable Ken Kowalski
Minister Responsible for Lotteries
Alberta Legislative Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Kowalski,

L'Arche Association of Calgary belongs to an International Federation of Communities founded by Jean Vanier in 1964. The mandate of L'Arche is to provide homes for men and women who are mentally handicapped.

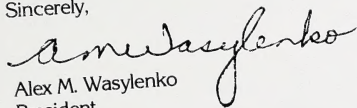
L'Arche in Calgary was founded in 1973. At the present time we provide support to 28 men and women who are mentally handicapped, many of whom have come from Michener Centre.

At the present time we are constructing a home for 6 persons who are severely handicapped, both mentally and physically. The nature of the handicaps require that this home be wheelchair accessible, have specialized bathing equipment and other specialized amenities. This project also requires a van equipped with a ramp, raised roof and wheelchair locks.

Through a grant from the Wild Rose Foundation we have been able to purchase a new van, fully equipped to meet our needs. We are grateful to the Wild Rose Foundation for the support they have given us.

We would also like to commend you, your department, and the Provincial Government for making available the proceeds from the Provincial Lottery to help the Wild Rose Foundation carry on their outstanding work. The van is an essential component in our program. Without the grant from the Wild Rose Foundation we would not have had this vehicle which is necessary for our operation.

Sincerely,


Alex M. Wasylenko
President

South Peace Neetsan Society

The South Peace Neetsan Society was a recent recipient of a Wild Rose Foundation grant, which will be used towards the expansion of a community crisis line program serving victims of family violence in High Prairie and area.

The Society will be able to increase its profile in the region and expand its crisis line activities to include greater information and resource services. Through these activities, the Society will expand its services to the community, particularly through development of community-based services for victims of family violence.

Thirty-nine volunteers, working many volunteer hours per year, are still the base of the Society and its work. "Neetsan" is Cree for "extended family" and it was felt this accurately spoke of the intent of the society.

Waskasoo Handicapped Riding Club

Waskasoo Handicapped Riding Association of Red Deer was formed in 1981, and was organized under the Societies Act in January, 1984 to give horseback riding lessons to disabled individuals. Through this recreational opportunity, physical skills are improved with demonstration of increased balance reactions, range of motion, and coordination. Riding and theory assist with social skills, attention span, self-confidence, and esteem among peers.

A grant from the Wild Rose Foundation has given the opportunity to expand services to other groups of area citizens (learning disabled, emotionally disturbed and psychiatric patients) who have little or no physical development opportunity in the Red Deer area. Specifically, a Hippotherapy class is to be initiated in the August/September, 1989 session for the disabled, and future classes are to be continued incorporating revisions shown necessary by patient progress and in cooperation with the medical community.

Want to Add a Little "Zing" to Your Operations?



Managing today's volunteer organizations, committees and special projects requires not only good planning and forecasting skills, but requires good people management skills, both inside and outside of your environment.

Putting a little extra into your communications, adding more quality in your dealings with colleagues, and recognizing the positive dynamics that change brings, can add that 'zing' you may be missing.

Here are some practical hints that you may be able to use, modify, or adapt, that could add positively to your existing efforts, and I hope you'll find them successful.

- Don't send your news releases simply addressed . . . "To the Editor" of whatever department you seek support. Editors feel the sender didn't care enough to phone to get their names.
- When making presentations, use overheads when you want to involve the audience, and use a slide projector when you are making that professional looking proposal.
- To stay ahead in your organization: provide results - not reasons; read, read, read . . . know what people are thinking and responding to; remember that nothing counts but quality; listen to make sure you understand what your client wants; and don't be afraid to take risks - it's how organizations innovate and grow.
- If you are interviewing applicants for office jobs, look beyond keyboard skills and evaluate writing skills as well. Ask them to write a paragraph on why they want the job. This will indicate to you their ability to develop a concept and carry it through to paper . . . a valuable asset you'll want in such an employee.
- When recruiting new volunteers or new staff - remember that your workplace environment should be a place where they can be motivated and productive. Recognize good work, reward top performers, and keep people informed of organizational changes and decisions that are made that may affect them.
- Communication is the way to manage and is probably one of the most important factors in getting things done within your organization.
- Set standards about your communication practices.
- Make it clear that communication is a two-way flow of information.
- Your organization may be judged by its written communication, thus clarity, message and familiar wording should be reviewed and considered most important.
- When preparing your next speech or public presentation, try to identify what your audience wants to know in one or two key sentences, then build your presentation around this critical element.
- A recruitment tip . . . consider using your local cable television stations, bulletin board and/or classified ads service . . . you'll be surprised how many people review this type of media.
- If you're putting a display in a mall, don't just put up your display and wait for the excitement to begin. You'll need to consider (a) who your audience will be, (b) what kind of advance publicity/contests/give aways or demonstrations you'll want to do in concert with the display and finally, (c) should you complement the display by having informed people on hand to answer questions.

Hope you're finding our newsletter of value and don't hesitate to reproduce or share any of this information for your organizational needs.

Respectfully,

Stan C. Fisher
Executive Director

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